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Busy Airfield Gets Busier

The SENTINEL SCOPE

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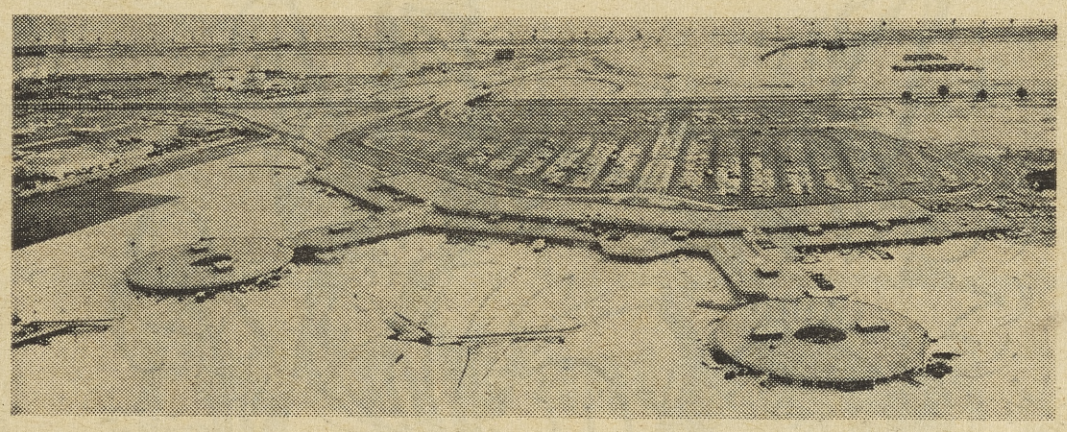
San Diego International Airport



BUSY, BUSY, BUSY — With a Buck Rogers flair, the new terminal reaches out to green jet liners on the field. Air traffic goes up month by month, the jet set is growing by leaps and bounds.

Passenger Traffic Hits New High, Still Going Up

Things are winging and swinging at the new passenger terminal at Lindbergh Field.

The winging is taking place on the field itself where nearly 20 per cent more passengers are moving in and out of the airport so far this year over the same period last year.

Jet Age Swingers Enjoy Lounges

The jet-age swingers are holding forth inside the new terminal's cocktail lounges and restaurant.

James H. Davies, airport operations manager, said passenger traffic at Lindbergh Field increased 31 per cent in March, the first month the new terminal was open, over the same period last year.

There is no question that traffic will increase over and above this year what it would have been if we were still in the old terminal," Davies said.

New Terminal Could Double

A comparison of the new facility located on Harbor Drive with the old terminal across the field on Pacific Highway just on the basis of square footage alone is startling.

The old building, jam packed with offices and ticket counters, contained 30,000 square feet. The new terminal has a spacious 165,000 square feet, and could be doubled through expansion.

"We haven't encountered any unusual problems with the new facility other than the usual minor maintenance problems," Davis said.

Part of the reason for the new terminal's popularity is the convenience of parking. The old terminal had a total of 378 spaces compared to 1,400 at the new terminal, which can be increased to accomodate 4,000 vehicles.

PSA To Build Own Complex

Interstate Hosts, Inc., lease holders for the cocktail lounges and restaurant, also have encountered an encouraging reception.

The next major improvement at the field will be the construction of a multi-million-dollar facility by Pacific Southwest Airlines on a 16-acre site on Harbor Drive.

Davies said more than 1,500 persons are employed at the airport by eight airlines and other tenants. Before the terminal opened only about 700 persons worked at the field. Part of the increased field employment is due to consolidation of operations by the airlines, but Davies said almost every airline has added one to a dozen employees to their payrolls to handle increased business.

Business Dead At Old Terminal

Across the field business is not as booming. The manager of a service station located just south of the old terminal glumly refused to give out figures on how much income the station has lost since March, but the station has cut its parking rates from a minimum of $2 a day to a monthly rate of $7.50.

The old terminal is scheduled to be torn down, and a plan to convert the area into an operations center for private light aircraft is pending.

Just how long the new terminal will be adequate is hard to estimate, but one planner predicted San Diego will outgrow it within 15 years.

Will Outgrow Facility In 15 Years

"Nobody has accurately estimated the growth in airport business any place in the country," Davies said.

He spoke with the attitude of a man afraid to look behind him to see if anything is gaining on him.

Negroes Missing In Work Force?

By D. D. MILLER

Lindbergh Field's new airline terminal, which opened two months ago with a labor conflict, may be facing picket lines today from another quarter.

The first public salvo in a war on discrimination in hiring by tenants at the Harbor Drive terminal was fired last week by the San Diego Urban League, Inc., and the National Association for the Advancement of Colored People.

John W. Johnson, executive director of the Urban League, represented the two civil rights organization at a meeting of port commissioners.

While Johnson avoided making charges that airlines, concessionaires, and other tenants at Lindbergh Field actively discriminate in hiring, he emphasized concern for the lack of Negroes and other minorities employed in "public contact" positions.

"The only Negroes in a public contact capacity at the terminal are working in menial positions such as baggage porters," Johnson said.

"We are concerned that Negroes are not employed in more responsible positions such as ticket agents or car rental clerks."

Johnson said the purpose of his presentation was to request the port commissioners to use the weight of their office in encouraging tenants at Lindbergh Field to actively recruit employees from minority groups.

No Negro Ticket Agents

The port commission is the governing body of the Port of San Diego which includes Lindbergh Field. They took no formal action following Johnson's presentation.

"The commissioners seemed surprised to learn that this situation existed," Johnson said later. "A tour of the terminal will show that Negroes aren't employed in public contact jobs."

Johnson made three recommendations to the commission:

1. The commission should promulgate its policies of non-discrimination to all tenants and remind them of President Johnson's most recent order against discriminatory hiring practices.

2. Tenants should be encouraged to take affirmative action to recruit representatives of minority races.

3. The commission should request an ethnic survey by the State Fair Employment Practices Commission to document employment patterns at the airport.

Recommendation And Threats

Johnson said the Urban League contacted 15 tenants at the field who could "readily hire minority employees right now." Only two of the employers utilized the league's offices to hire Negroes, he said.

"Members of minorities are hesitant about seeking employment for positions, or in business, where they do not see members of their race working," Johnson said. "Nobody likes to risk embarrassment."

Johnson said that while the Urban League and the NAACP are only reflecting the concern of many persons who are aware of the problems of employment discrimination practices, other action is already being planned.

There is a possibilty of demonstrations at the airport by more militant organizations if there is no response by airport tenants, Johnson said.

Signs Due For Whatsitsname

What's in a name? Plenty when it comes to the proper designation of San Diego's airport.

The proper name is San Diego International Airport, Lindbergh Field. New freeway signs, however, direct motorists to just "San Diego Airport."

Also, the signs outside the entrance to the new airline terminal on Harbor Drive read "San Diego International Airport."

Admirers of Charles Lindbergh protested that the signs slight their hero by failing to mention him. Many San Diegans have a strong attachment for Lindbergh since the plane he used to make his famous solo flight across the Atlantic was built in San Diego.

Lindbergh also has detractors, however, who have not forgiven him for his propaganda to keep the United States out of war with Germany in World War II. These critics would be reluctant to endorse any further memorials for the flying hero.

William Mockler, director of public relations for the Port of San Diego, said the airport has been known as Lindbergh Field since 1928, the year after the famous flight. The airport received the international label in 1934 when the federal government designated San Diego as a port of entry.

Mockler said Lindbergh's name is being added to the signs outside the new terminal, but the freeway signs are not likely to be changed because the State Division of Highways prefers short, simple signs that can be read at high speeds.

And, this, presumably, is where the matter rests.

BETWEEN the two of US

By CLINTON D. McKINNON
Former Congressman From San Diego

It's Getting Rodeo Time

The first time this century that we have a rooting-tooting Westerner in the White House he gets hung up on his own saddle horn!

We're referring to LBJ and his Vietnam way.

Our forefathers braved the briney deep to find a new land, and their children pushed across the Appalachians, and then the Mississippi and next the Rockies to, finally, the Pacific . . . an irresistible tide that spent its all, and if that weren't enough, came back with another wave to wash this country from shore to shore, never stopping, irrespective of the costs, until it reached the continental limits.

These are the people who made America great; who again gave everything in the tragic world wars I and II, and won them, so far as military victories go.

Then came Korea, and now Vietnam.

These wars confuse our people, who inherited the all-out spirit, and who now find themselves outdated by the nuclear age.

They are impatient with American strategy that limits itself to something less than an all-out effort. The blood of their forefathers is restless and seeks to wash itself in red wave after wave, if necessary, to establish the victory.

Then there are the white corpuscled ones, perhaps 10% in number but 90% in noise. They would run to fight another day, except they don't say which day.

With such diverse tugs on his lariat, it's no wonder the President has lost his stirrups and is pulling leather.

And isn't it just like America that, for a ride so painful, we have so many "cowboys" who want to try to ride the bronc?

* * *

Long Live The King

Within every success lie the seeds of its own de struction.

Many a businessman has found this out to his sadness when he made a fortune in one line of endeavor and then lost it in another wherein he had no experience nor knowledge.

It looks as if Martin Luther King, the pacifist Negro leader, is about to commit the same folly.

His leadership in the protest marches in the South and his other endeavors to establish equal justice for his people achieved a deep respect from all who value human rights.

Unfortunately, his success in the civil rights movement now emboldens him to become an expert in international affairs, an area where he has no experience.

And when he advocates that Negroes should not participate in the conflict there because they are not securing the kind of justice that should be their right in the United States, he is not the realist he showed himself to be in former years.

The white man's society has many miles yet to go before it completes the journey to equal justice and opportunity. But it has traveled considerable distance in the past few years and unless someone blows a tire, the goal should be reached in the not-too-distant future.

It's not a journey of one jump but many steps, and the Negro race has some responsibility in preparing itself, also, for future progress.

Nonetheless, nowhere in the entire world does the Negro have the present living standards and the promising future that he has in the USA.

Many kings have lost their thrones because they overextended themselves. We hope Martin Luther King reconsiders before the same thing happens to him.

"I Am the New King-of-the-Hill!"

CAPITOLISMS
By DON MACLEAN

Somebody asked if I could believe Gregory Peck as a Senator from California. Shucks, I didn't even believe him as Captain Ahab.

* * *

I think we should let all the peacenik pickets go to Hanoi, if they want to. Let them spoil somebody else's summer.

* * *

It's time our college president fought back. They should get together in a demonstration and burn a beatnik student in effigy.

* * *

Alabama's George Wallace says he plans to enter the California Presidential primary. He hasn't a chance in California — no background in show business.

* * *

If supermarkets really wanted to sell a lot of bananas now, they'd put them under the counter and mark them, "For adults only."

Readers' Views

Best Laid Plans

Clinton D. McKinnon (former Congressman)
c/o Sentinel SCOPE

Dear Sir:

You lost your stature when you advocated acceptance of the Urban Renewal authority in the San Diego General Plan rather than scrap the whole plan because the rest of it is good (Sentinel SCOPE April 30, 1967).

Why not make two measures out of it, the General Plan without Urban Renewal and Urban Renewal as a separate measure?

We believe it is because the downtown "Insiders" and the small time politicians with big ideas like you will try again to ram it down our throats.

What does it take to make you "get the word," that we are not as stupid as the wording of the article insinuates?

We in La Jolla and Pacific Beach are in favor of a general plan—of our own making (See La Jolla Plan) not one that the self-styled powers that be and the puppet council will try to force on us a second time after it was soundly defeated the first time.

This time we'll go after the puppet councilmen after we defeat the General Plan of Urban Renewal with another referendum or initiative measure. If Montroy doesn't lead the fight again, others of us will.

H. H. Tiemroth
5540 Ladybird Lane
La Jolla, Calif.

A Conservative View

Beauty Only Skin Deep?

By JAMES J. KILPATRICK

Those of us on the conservative right are inclined to protest with some frequency what seems to us the unwisdom of "big government," and with some frequency we are accused of suffering from the paranoid fits.

It may be so. But for a textbook example of what the protesting is all about, one can gain some instructive lessons from the Highway Beautification Act of 1965. It's the subject of hearings now.

KILPATRICK

One complaint against big government is that too often the Federal planners set out to answer complicated problems through a simplistic combination of law and labels. The familiar strategy is to set up an ideal goal, and then to pass a law to compel its achievement.

An end to discrimination is such a goal. Truth-in-packaging is another. A decent wage and a decent home for every American is a third.

These are admirable goals. Presumably, everyone is against discrimination, though some perhaps are more against it than others. The man who objects to a truth-in-packaging law is vulnerable to the snide attack that he favors falsehood-in-packaging instead.

Who could oppose a decent wage and a decent home? No one. By the same token, when the Congress two years ago was presented the Ladybird Bill, which became the Highway Beautification Act of 1965, few members could resist it. So the law was passed.

But the trouble is that irresistible labels and solemn enactments do not always work. In truth they seldom work. The pretty speeches about a decent minimum wage turn sour when the marginal worker is dismissed.

Discrimination persists in the teeth of bristling Federal laws. For these problems are not simple problems; they are fearfully complex. And so is the problem of highway beautification.

Now, a second complaint is that too often big government imagines there is a single, uniform solution to social ills. Here in Washington, we are constantly exhorted to think nationally, and not in terms of States or regions.

The theory is that ours is one nation, indivisible. So why not have one set of national guidelines by which truth, beauty, and equality may be ordained?

A third criticism is that big government tends to think primarily in terms of big money, and of the power of the purse. If sweet persuasion fails, try bribery instead. Or blackmail. But anyhow, try money.

A fourth objection, finally, is that in its idealistic pursuit of noble aims, big government often fails to take into account the human beings who stand in the way. Thus innocent children are hauled by bus from school to school to attain racial balance.

Urban renewal translates to Negro removal. The mom-and-pop beanery yields to the glossy reconstructions of the one-time slum. If a man comes in the welfare home, out goes the welfare money; if an old person earns too many dollars, he suffers in his Social Security check. It is all done by computer, or by decree, and compassion does not compute.

Notice, if you please, how all these elements coalesce in the beneficent cause of highway beautification. The Department of Transportation has come up with proposed national guidelines for achieving instant beauty.

As of last October, a survey found precisely 1,227,643 advertising signs on interstate and Federal-aid primary highways. It is proposed to require that 1,016,792 of them be removed.

Alabama, for example, has 22,800 signs; 20,000 would have to go. Arizona has 11,600; out with 10,200 of them! Missouri has 56,700 signs; the guidelines would let only 4,000 of these remain.

It would cost an estimated $559 million, $549 per sign, to get rid of these presumptive offenses against the verdant countryside. But what is money? If the States fail to comply with the rules, then cut their Federal aid! One regulation will suffice for the majestic Sierras and for the dullest Dixie cropland.

The Harris Poll

Public Wants Ethics

By LOUIS HARRIS

By 13 to 1, the American people feel that Sen. Thomas Dodd (D-Conn.) is guilty of misconduct in office and that the US Senate should take disciplinary action against him.

Dodd's critics are evenly divided in whether he should be censured or unseated. These figures represent the views of only 70% of the public, because 30% said they had not followed the case.

HARRIS

The Dodd case and that of Adam Clayton Powell has triggered public reaction against the ethical standards of Congress in general, and it is unlikely to cease without drastic reform.

Basically, the people believe that widespread conflict of interest exists in Congress. By over 3 to 1, those with opinions believe that members of Congress "have connections with construction companies engaged in building Federal projects."

By a similar 3-to-1 proportion, voters say they are convinced that congressmen "receive campaign contributions from defense contractors," although there is substantial uncertainty (42%) on this issue.

By over 3 to 2, the public believes many members of Congress "have interests in radio and television stations." And by over 5 to 1, the people have the impression that many congressmen "receive free pleasure trips at the public's expense."

In the case of Sen. Dodd, the public was asked:

"Sen Thomas Dodd of Connecticut has been accused of using funds contributed to him for campaign purposes for his personal use. Do you think the Senate should unseat Sen. Dodd, censure him, but not unseat him or do nothing?"

WHAT TO DO ABOUT DODD

	Total Public per cent
Dodd guilty	65
Unseat him	34
Censure, but don't unseat	31
Dodd not guilty	5
Not followed case	30

"Do you feel that a lot of congressmen are receiving money personally for voting a certain way on bills that come up in Congress, some but not a lot, only a few or almost none?"

TAKING MONEY FOR VOTING A CERTAIN WAY:

	Total Public per cent
A lot	15
Some, not a lot	27
Only a few	20
Almost none	17
Not sure	21

Some of the pay in which people believe such congressional conflict of interest takes place surfaced this question:

"I want to read you some statements. For each, tell me if you tend to agree or disagree:"

CONFLICT OF INTEREST

Many congressmen receive free pleasure trips at public expense:

Agree per cent	Disagree per cent	Not Sure per cent
67	12	21

Many members have connections with construction companies building federal projects:

Agree per cent	Disagree per cent	Not Sure per cent
49	14	37

Many get campaign contributions from defense contractors:

Agree per cent	Disagree per cent	Not Sure per cent
45	13	42

Many have interests in radio and television stations:

Agree per cent	Disagree per cent	Not Sure per cent
31	19	50

A Liberal Look

Bumble Trouble

By DORIS FLEESON

WASHINGTON— The same Congress which complains of President Johnson's image is showing little talent for burnishing its own.

Both Senate and House are bumbling along, finding ways to delay and confuse the orderly passage of important legislation that have only one thing in common. They are time-consuming. Nor has Congress been able to find common standards for the solution of its ethical problems.

FLEESON

Part of the legislative chaos is due to faltering leadership in both parties and both chambers. House Democrats find that with the passage of time Speaker John McCormack has lost his touch, while his second in command, the gifted Carl Albert, has not recovered his vitality after a heart attack. House Republican leaders do not seem to have grasped the strategic possibilities for 1968 in Johnson's troubles and are fooling around with gimmicks that appeal only to the conservative votes they already have.

Their effort to make drastic alterations in the Administration's program of aid to elementary and secondary schools is a case in point. They simply did not do their political homework. The private-school sector, both Catholic and Protestant, is aroused. So are Negroes, who do not want grants to states without Federal standards.

At this point, Republicans cannot afford doubts and disenchantment regarding their good faith in any minority.

The Senate has just seen an open breach between Democratic leader Mike Mansfield and his whip, Sen. Russell Long, which has for days left the majority up in the air.

No one was exactly surprised, for the fundamental disharmony between the two men stems from near total disability to find out the leadership goals. Nose-counting in advance of a vote seems a lost art.

Republicans find that their leader, Sen. Everett Dirksen, is increasingly a lobbyist for right-wing projects, such as thwarting reapportionment, which lack appeal for the vital center. Dirksen's whip, Sen. Thomas Kuchel, is trapped in the moderate-conservative split which finds the minority almost equally divided. Kuchel is also preoccupied with re-election troubles at home.

Congress can and does contend that it reflects the public temper and that no general demand for new legislation now exists. It cannot laugh off the fact that each house has an ethical problem too serious for the usual whitewash and productive of intense suspicion that Congressmen are scoundrels.

Members have not built a united front to combat that suspicion, which is compounded by the harsher treatment accorded the accused Negro member, Rep. Adam Clayton Powell. Powell was not seated. Though re-elected by a 6-to-1 margin, he, too, has heard the rumor that the House will again reject him and is appealing for a court order.

Sen. Thomas Dodd of Connecticut faces censure only, and that is by no means a certainty. Negroes are already complaining that the white man is getting a better deal.

The broad problem is that Congress must be seen to do right if its reputation is to be restored.

THE DIVORCEE'S HANDBOOK

Reduce Your Life To A Timetable To Lessen Confusion, Frustration

This is a 12-part series excerpted from the book "The Divorcee's Handbook", copyright 1967 by Louise Rohner and published by Doubleday. Mrs. Rohner is a Los Angeles divorcee and mother of four children. She is writing three more books, including one about her children's adventures in Switzerland. Mrs. Rohner works as a representative for an Hawaiian clothing firm.

READY FOR ANYTHING— Our chic divorcee is loaded for bear. Can you list the items that no divorcee should be caught dead with? You score 100 per cent if you found: dangling ear pieces; mod sunglasses with matching bathrobe; ribbon in the hair of a 40 year-old; ermine-upholstered cigarette holder; plunging neckline; asphalt eyebrows; shocking green lipstick. Side effects of sexy glance, affected hand-placing and strong perfume also could have been avoided.

(Fourth in a Series of 12)

A divorce puts a tremendous drain on you and an emotionally drained person simply does not function well in all departments. Reducing your life to a timetable, even an approximate one, lessens the confusion and frustration, and increases the amount you can accomplish in a day.

To put plan and purpose in your life, shop one day a week. Check your chart and you know exactly what to buy. You will have a fill-in stop at the late-late store once in a while, but not often. If you hit a dinner that does not win a vote of confidence, strike it and ask for suggestions from the floor.

The next thing to organize is your housework. Make a list of the daily jobs you do each day at home.

Next, the weekly jobs. After the weekly list, jot down the monthly jobs—windows washing, floors waxing, mending. Take another piece of paper and make a time chart —first a daily schedule, next a weekly one. Approximately the time you do each daily job.

Phoning A Friend Is Not Helpful

Decide which days of the week you will do the weekly jobs and fill them in. Plan to do all the errand-type jobs the same day. If you work during the day, find out which night the stores are open and do some things that night to take the load off Saturday. One day or half day of the month should be set aside for the major household tasks.

There are problems. Having a schedule shows up the void pockets Your voids are YOUR voids. Phoning a friend for help is not to your advantage. Help from without weakens. Help from within strengthens.

Keep telling yourself that you are a complete being who does not need to depend on a chance phone call for happiness. Don't miss the unique experience of seeing what it's really like to be alone.

It's a good plan always to have a project going. It's a comfort up some handwork (i. e., needlepoint, sewing, knitting) when you are alone in the evening.

Don't Be A Pig, There's Competition

After the home is running smoothly, organize the physical you. I mean just that. Do you weigh too much, do you have unattractive bulges, are you thick through the middle? Do something about it! Get a diet plan and stick to it. You are in competition with a lot of women so you have to stay in shape.

Use cream. That's about as simple and direct a beauty tip as you'll ever receive. I believe in simple plans because I know I won't do them unless they are and if you don't do them daily . . . forget it.

Don't step foot outside your house without your face on. It's just a good rule because you never know who you are going to meet. And wear something decent, even driving the car pool. How embarrassing to get a flat tire dressed in your lavendar wrapper.

Act Your Age When You Dress

To organize your wardrobe, take a pencil and paper and list the contents of your closet. Get a friend with good clothes sense to help you list all the possible combinations of skirts, blouses, suits, slacks. Then promise yourself to heed the advice of the fashion experts.

You don't need a lot of clothes. Buy quality, not quantity.

Buy for your age group and way of life.

Keep everything in good order: Clothes clean and pressed, shoes and handbags polished and repaired. Men like basic uncluttered clothes, not something cut to here in front and there in back.

If you can afford a good fur, repeat . . . good fur, buy it.

Avoid jewelry. Nothing ruins your appearance faster or more thoroughly than bad and indiscriminately chosen jewelry. You never get in trouble by not wearing any.

Develop Your Mind For Project

These general clothing rules are to assure the divorced woman of 4 that it's not necessary to bleach her hair, shorten her skirts, or wear false eyelashes simply because she got a divorce. She will need more dressy things and less house clothes. But keep them simple and in good taste.

The well-dressed divorcee should have a well-dressed mind and the best way to develop your mind and add to your power of communication is by reading.

Start with a newspaper. Make books a part of your home, not just a pleasant wall covering.

When you are filling in the void pockets on your time chart, allow space for a course. Adult education in the high school offers languages, business skills, history, English literature, philosophy, science, woodworking, painting, basic engineering . . . I could go on for a page.

You Can Pick Up Knitting, Sewing

Check the park department for athletic activities, arts and crafts. Check the community centers. Check the museums as they usually have marvelous programs. A very practical thing to do is learn to knit or sew. Making your clothes, children's clothes, Christmas presents, birthday aprons,curtains, even slipcovers, can save you real money.

And anyone who can pass the entrance reuirements can go to college. The tuition at state colleges is designed to fit the most modest income. For an incredibly low sum, you can complete four years of college. Just imagine what's available there, and what you could do with a college education.

One thing that does not improve you in any way is the wasted hours spent in tennis clubs, golf clubs, beach clubs.

These are very easy places to get in trouble. I don't mean just the hanky-panky going on, but the overspending, the wasted hours, the drinking.

Make Time To Build The Future

You may feel I've overdone organization. Not so. You are an untapped resource but you'll never find this out until you indulge in a little introspection. By organization you cut out the strength-sappers, the time wasters. By organizing you get a feeling of just where you are. By organizing you make time to plan and build for the future.

NEXT: How do you feel about your children? As your greatest asset? Or as your ball and chain?

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Quip of Hearts

By RITA REEM

Dear Rita,

There's an old Bachelor who lives all alone in a small apartment here in our neighborhood. Now, most all of us are college age, and we like to have fun, if you know what we mean. Sometimes we get noisy, we admit! But if he'd just come over and tell us to quiet down, but no, he calls the police! Every time there's a party, anywhere in the neighborhood where we live, at 12 sharp, the police roll up, and tell us to quiet down. They are nice about it, but is that fair??? It sure puts a damper on the festivities!!!

Fun Lovers.

Dear Fun Lovers,

Sounds like an aching case of loneliness to me. Can't you fun lovers invite him over for a toddy early in the evening? Or perhaps there is a lady Bachelorette in the area who'd love to play whist with him? Occupy him, and give him a fair shake in the noise department. Even the police would appreciate a peaceful settlement.

Dear Rita,

This girl and I were friends ever since the second grade. Even when she got me into trouble, and my folks put me on restriction, (her's didn't even scold her!) I stayed her friend. Well now she is mad at Me, because I told her fighting is stupid, (especially for a girl). No she is going around school spreading stories about me. Of course my friends know they aren't true, but how can someone who's been a friend for five years, be so mean?

Sad-Teen

Dear Sad-Teen,

You've been the friend, and the loss is HERS. And you've learned an invaluable lesson early in life. True friends believe in you, and you in them, through thick and thin! Fair weather friends, we can all do without!

Dear Rita,

Can you tell me why folks are never content? If they have curly hair, they wish it fair, they want to be dark. Fatties want to be Skinnies, and vice-versa down the line. No one seems to be satisfied, Right?

Just Me.

Dear Just Me,

What you call discontent, they call self improvement. Yet I do feel we are becoming a nation of look-alikes, mimics and non-thinkers. Sheep-like, we -follow the trend. And that is a shame!!!

TV TEE-HEES

"Do I know what a SACRIFICE is? I'm giving up 'Peyton Place' so that you can watch this game!"

From The Republican Point of View

Contenders For President?

Lyndon Baines Johnson, a Democrat, accepted the duties as President of the United States in 1963 following the tragic assassination of John Fitzgerald Kennedy, a man who captured the admiration and respect of old and young alike in every part of the world.

Johnson won the job again in 1964, when he defeated the Republican nominee, Barry Goldwater. World problems have become more complex every day requiring a strong leader in the United States, one of the most powerful countries on earth.

The battle in Vietnam is not a popular war and there are no easy answers. The eyes of the world are upon us. Who will the next President of the United States be?

Will 1968 be a 'winner' for the Democrats or the Republicans? Six Republicans state their choice today of all the possible Republican nominees.

Moral Courage?

Will D. Rudd Jr., prominent San Diego realtor, said "Nelson Rockefeller. His administrative ability as governor of New York and other similar jobs in government has been proven.

"He is politically mature and has displayed the temperament necessary to get

WILL D. RUDD JR.

along with the legislatures. He has shown the courage to tackle issues with candor that others might duck.

"His educational background is quite satisfactory. His television image and general public appearance would certainly be a credit to the position. His apparent health would indicate the high physical capacity the presidency requires.

"His middle-of-the-road stance should have widespread appeal. Sure, he has some personal liabilities. But several others have recently been elected and re-elected with worse ones.

"His stance in opposition to the Hawks may be his most serious problem. In bucking the military - industrial complex that President Eisenhower warned us against, he may be subjected to further attack by their political assassinators, which would seriously curtail his chances.

"If the Republican party can scrape up enough moral courage in the next six months, it may just nominate him and be surprised to win handily."

Try Another Way!

Dr. R. G. Lambert, orthopedic surgeon, said "At this moment, it would have to be Ronald Reagan.

"The course of our civilization for many years now has been one of socialization, that is, greater and greater dependence on government and less on individual effort and enterprise.

"Our Democratic friends in general have been for and have fostered this dependence. Republicans on the contrary have stood more for individual responsibility and have tended to embrace the philosophy of Thoreau stating 'that government is best which governs least.'

"Mr. Reagan is the best spokesman to this principle which the Republicans have. True, he has had little 'political' experience, but both he and Dwight D. Eisenhower before him have said that politics should be no different than any large business.

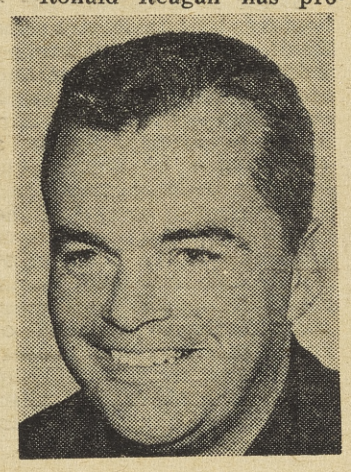
"To this, I would add that if the kind of 'governing' we have been getting with politicians vying with each other, promising the taxpayer more and more (of his own money) and leaving the state government bankrupt at the end of an administration derives from political 'experience' then it is time to try another way.

"With enough time in office to learn how to combat those who would frustrate his (and the people's) will, Mr. Reagan should be the ideal choice of a nation which really believes in the free enterprise system."

Foreign Policy Best

"Lou Renn, a Republican resident of La Jolla, said "Perhaps the easiest way to arrive at a logical contender for the GOP in 1968 is to make some logical eliminations.

"Ronald Reagan has pro-



LOU RENN

mised the voters of California that he has a binding contract to serve them for four years. He will accept only a favorite son role.

"It is too soon for Charles Percy's star to rise, but this young man will be heard from and he will draw a sympathy vote of some magnitude for many years due to the much publicized tragedy which befell his family.

"Nelson Rockfeller had his best chance in 1964. He is making noises as though he has withdrawn himself from consideration, but the man he throws his support to will be strong.

"If, as some say, Romney is too liberal to carry the Republican banner, then surely Lindsey is far too liberal.

"George Romney is difficult to write off. A twice elected governor, he has vote getting appeal. He deserted the Goldwater bandwagon in '64 and has to be shoved hard, before he will take a stand on some issues.

"We are left with the choice of the GOP party pro, Richard Nixon. If nominated, he must overcome a bad television image and a stinging defeat by the Brown machine.

"Of all this group, his foreign policy statements ring truest. Therefore he is my choice."

DR. R. G. LAMBERT

Prospects Bright

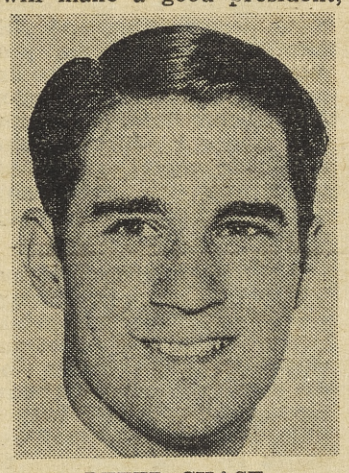
Peter R. Chase, past president of California Western Young Republicans, said, "One need not point out the critical situation existing in our country, both in domestic and foreign affairs.

"That President Johnson and his "Great Society" are unable to cope with the problems of today is becoming obvious to a growing number of people.

"The nation desperately needs a leader, a leader who has worldwide and nationwide respect, a deep insight into our increasingly complex problems and, above all, experience. Such a man is Richard M. Nixon.

"The vast economic and foreign problems to be coped with in 1969 will require a man of Dick Nixon's stature. As England turned to Churchill during a time of crisis, so should this nation behoove itself by electing Nixon president.

"The doubt in many minds, however, is not whether he will make a good president,



PETER CHASE

but whether he can win. One often hears: "Dick is a looser!" Realizing few want to place their bets on a looser, we must consider Nixon's electability.

"Several recent polls indicate, which is all they can do at this early stage of the game, that if the Republican Nominating Convention met today, Nixon would win. Not only has he pulled ahead of Governor Romney of Michigan in polls taken among Republicans, but has closed the gap with Johnson.

"Polls to the contrary, however, Nixon still has that "looser" image. To prove himself a winner, which I believe he will do, he must win the crucial primaries.

"Prospects look brighter each month for the GOP. It is my opinion, containing as much fact as bias, any Republican in 1968, save Harold Stassen, will be able to defeat any combination the Democrats can nominate.

"To be sure, Mr. Nixon has made many enemies during his political career, but any man who stands for something does. If a man has no enemies, he has no convictions.

Nixon for President!

MRS. FRED R. LEE JR.

Need Firm Leader

Mrs. Fred R. Lee Jr., newly elected president of the La Jolla Auxiliary to the San Diego Symphony Women's Committee, said "Republicans made a striking comeback in 1966 midterm election and only with the presidential nomination of Richard M. Nixon can we hope for continued success. Today, without a doubt, the most qualified political leader in America is Nixon.

"Nixon's background as an attorney, congressman and senator alone speaks for itself. But, more outstanding, the eight years he served as Vice-President of the United States.

"This great Californian attracted unusual attention while in office, especially during the three periods when President Eisenhower was ill. Nixon helped run the administration without giving the impression that he was taking over for the ailing president.

"Nixon during that time also served in the Cabinet and the National Security Council and acted as chairman of these groups in the president's absence. These important years of experience must not be dismissed.

"Especially commendable is Nixon's knowledge of foreign affairs, which is vital to America today. United States as a world power, is today faced with international crisis that can only be handled by leaders who will not drift in their policies. The complexities of the world situation demands an experienced leader in the United States. It demands a leader who will be firm.

"In his biography by Earl Mazo, Nixon said 'Our position of world responsibility is new, and consequently we are very impatient every time anything goes wrong in the field of foreign policy. We assume that every policy, every action must immediately be crowned with success. We have to grow up in this regard. We must weigh long-range gains against the short-range defeats that we may suffer.'

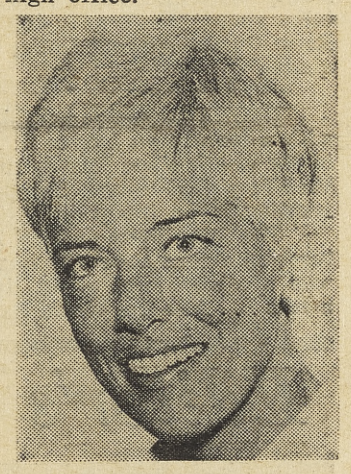
"This is a mature American statesman speaking. Nixon also said in his book, that he would like for us to speak less of the threat of Communism and more of the promise of freedom. 'We should adopt as our primary objective not the defeat of Communism, but the victory of plenty over want, of health over disease, of freedom over tyranny.'

"I firmly believe the only candidate able to handle the office of presidency in 1968 is Richard M. Nixon.

Romney Leads Democrats

Mrs. John W. Hanna of La Jolla, a volunteer worker for the Republicans, said "My reasons for supporting George Romney are two-fold: First—George Romney is a man of unquestioned integrity and sincerity.

"He has been a successful businessman and an effective governor. His knowledge and experience qualify him for high office.



MRS. JOHN W. HANNA

"He emphasizes the continuing need for a return to basic moral principles both in public office and in private life, realizing that these are the very web and fiber of our society.

Second—Romney can win. He has won elections with sizeable majorities in a state which has a 3/2 Democratic registration, carrying with him Republican candidates who would otherwise be considered 'sure losers'. Romney leads ALL Democrats in all the polls—even Bobby Kennedy!

"Do we just want any candidate or do we want a candidate who can win?"

Washington Off-Beat

Boneheads Now Have Rights

By DAVID BRAATEN

WASHINGTON — A case that seems certain to wind up in the Supreme Court was decided the other day in New York, and the outcome will probably have a greater effect on the American educational system than anything since publication of "the Hoosier Schoolmaster" 96 years ago.

What happened was a Federal judge ruled that pupils about to be thrown out of school for stupidity or other antisocial behavior are entitled to a lawyer at the hearing where their fate is decided.

Well, you can just imagine the yelps of outrage that issued from teachers and principals at this decision.

Previously, you see, the hearings — at which the decision was made to bounce a kid, transfer him to a bonehead school or let him off with a scolding — had been cozy, informal affairs, attended only by teachers, principals and the accused. The culprit's parents were allowed to come, but if the pupil was lucky they wouldn't show up, and he'd only get chewed out by the teachers and principals.

All this would change under the Federal judge's ruling, and the pedagogical establishment is understandably sore. They claim that lawyers will tend to be "litigious" and hopelessly snarl what has been, up to now, a smooth - running kangaroo court.

The big question is how far the courts will go in their attempt to protect America's "forgotten class"—the downtrodden, put-upon schoolchildren.

If pupils are to be given the same consideration as criminal suspects (and who among us would deny to our children rights accorded the meanest felon?) it is clear that the impact will be tremendous in the nation's classrooms. The scene is easy to picture:

"All right, children," says Miss Flintstone, gaveling her fourth-grade class to attention with a rap of her ruler. "Who can tell me when Columbus discovered America? Irving Sluggard, do you know?

Irving frowns, squirms in his seat and turns to consult his lawyer, Godfrey Litigious, who sits huddled at the next desk. They whisper earnestly for a minute.

"I respectfully decline to answer," says Irving finally, "on the grounds that my answer may tend to, uh, tend to — "

"Incriminate!" hisses Litigious.

"Yeah, incriminate," says Irving.

"Do I understand from that reply that you haven't done your homework?" asks Miss Flintstone, her lip curling.

"Objection!" snaps Litigious, leaping to his feet (no mean trick from a fourth-grade desk). "Your conclusion is unwarranted, improper, irrelevant and probably unconstitutional. May I remind you that my client has a case pending against you in District Court regarding last term's life-sciences mark? Obviously, anything he says in this might influence the verdict in that case."

Of course, once the principle of pupil rights is established, we can expect a whole series of far-reaching decisions.

Teachers will be forbidden to give tests without first advising the children of their right to counsel. Kids whose allowance won't cover the cost of a lawyer will get free legal aid from the moment they're sent to the principal's office on a disciplinary rap.

That old invasion of privacy — homework — will be forbidden without a warrant stating the specific purpose for which it is being assigned, and a child's confession that he had help from his father will not be admissable for grading purposes. And of course a youngster who can show he doesn't know right from wrong will be excused from classroom discipline or, in fact, any scholastic duties whatever.

It is clear that something must be done before the pupil rights movement reaches its predictable conclusion and empties the schools entirely. Little help can be expected from the Supreme Court — doting, child-coddling grandfathers almost to a man. No, what we need is legislation to protect parents, or, mark my words, we'll have the little creeps on our hands all day long.

The Magazine Rack

The current **LIFE** takes an inside look at that "gifted," wide-eyed sprite who is Mrs. Sinatra—Mia Farrow." It calls her world "a place of surmise so fascinatingly complex and maddeningly naive that Sinatra could fathom it only by marrying into it." . . . If you're as confused as many other Republicans—and Americans, take a look at the "puzzling GOP Front Runner", a study on George Romney and the issues facing the nation.

* * *

FORTUNE for May examines Michigan State University and "Megaversity's Struggle With Itself." Quips Fortune, "Running Michigan State is like running a city while trying to teach the whole population how to grow up."

New to the magazine stands: **WALL STREET REPORTS**, a monthly roundup of professional investment news and information . . . The current **SATURDAY REVIEW** features an analysis by Joseph Wood Krutch on the literary avant-garde and its emphasis on "violence, perversion, and nihilism that seems rooted in contempt for the world."

* * *

"Life With Adam" (by Mrs. Adam Clayton Powell) is headlined in the May **LADIES' HOME JOURNAL**. Yvette reveals that although Adam expected her to "keep the faith," slowly she found that she was breaking it . . . The Journal also talks about "Mia's swinging life with Frank" and "How To Raise Quints Without Going Crazy"—the story of the Fischer quints.

* * *

EBONY magazine heralds a new look in Southern sheriffs with a feature on Lucius D. Amerson, the first Negro sheriff in the South since Reconstruction . . . Ebony also commends Vice President Hubert Humphrey for living his convictions by residing in an integrated neighborhood.

The June issue of **THE RING**, now on book shelves, features an article about the image change of professional boxers who are concerned about their future and safety of investments . . . Also the World Ratings of boxers in all divisions.

Editor's Potpourri

Mixed Up Professor

An associate professor of English at Indiana State University denied that he was committing an unpatriotic act when he burned an American flag in his class "on a dare."

It was not unpatriotic, he said, because he was not involved in abstract questions about the government of the United States, but was merely burning a piece of cloth and a stick.

The professor, Dr. Scott A. Chisholm, 31, was relieved of his duties pending a hearing on charges of unprofessional conduct. The head of the university's English department called him "an impulsive and foolish young man."

That's something of an understatement. Most of us learn respect for the flag as a cherished symbol of our country in early grade school without getting involved in abstract questions. A college professor who hasn't learned it is mixed up, to say the least.

No wonder there are so many mixed-up youth on college campuses today.

—From the CHICAGO TRIBUNE

Financial Report

By TOM MARTIN

The 19th century American put in a 12-hour day, six day week — going to work before dawn, and coming back after sunset. He had few opportunities for recreation — only eating and sleeping and getting ready for the next day's toil. Today, the eight hour day, five day week are standard, and there are more holidays and longer vacations. Tomorrow, automation will hasten the trend to fewer hours, and increase leisure.

MARTIN

With more time at their disposal and more money, more and more Americans are "living it up" as never before The maturing of the post-war baby crop will put almost a quarter of the United States population into the activity-conscious 15 to 29 age group by 1970. In the past 10 years after-tax income per family has climbed over 40%.

Competing for the consumer's leisure time and dollars are such diverse products as cameras and boats, camping equipment and color TVs, power tools and summer homes, credit cards and electronic organs, swimming pools and golf equipment, games and casual clothing, movies and restaurants.

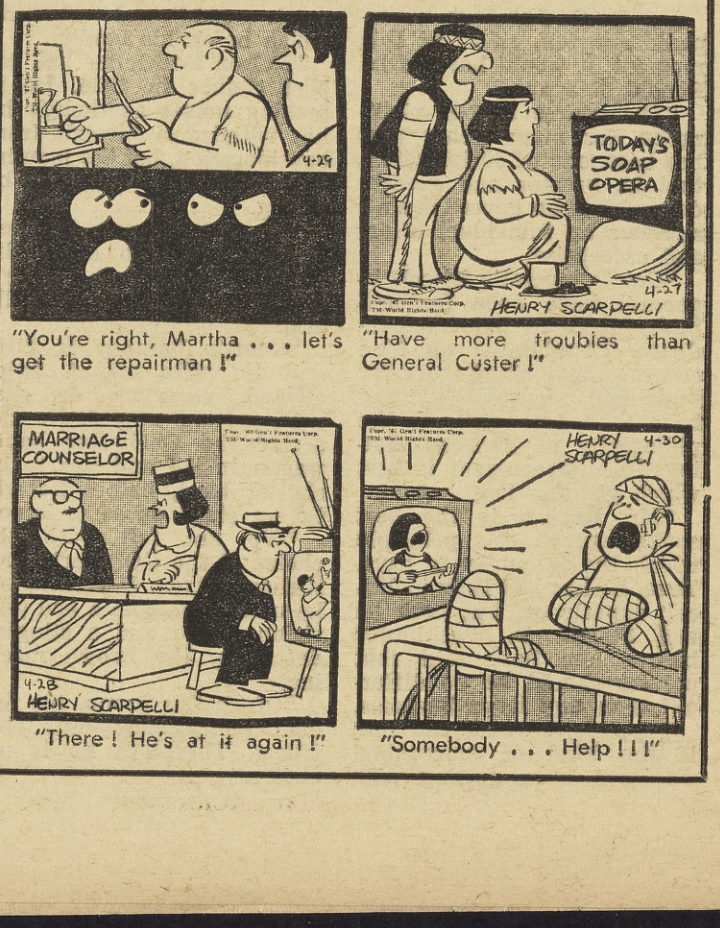
Also benefited are the auto, petroleum, publishing, travel, and education industries. One of the great investment opportunities of the coming decade will be in the applications of leisure time in a society that requires less and less work to turn out more and more products.

Black & Decker makes portable electric tools for home and industrial markets. Slightly less than half of domestic volume is for industrial use, some 35% comes from do-it-yourself home handymen, and the balance is derived from product service. A very large part of the growth shown by this company results from new product introductions and aggressive development of foreign markets. A new issue of four per cent convertible bonds would involve less than 10% dilution of the common when fully converted. The earnings growth record has been impressive and we believe that it will continue.

Storer Broadcasting has a twofold stake in leisure time fields—first as a leading independent broadcaster, and second through its 86% stock ownership of Northeast Airlines. In effect, this is a combination of steady underlying growth: radio and TV stations in several of the country's most populous markets and the leverage of Northeast's expected turnaround from persistent operating losses to a trend of rising profits. Storer's overall earning could well jump to $4 - $5 a share next year. The stock has above-average speculative appeal.

For any additional information you may contact me at Dempsey-Tegeler & Company, THOMAS MARTIN, 239-7792.

TEE VEE HEES



"You're right, Martha . . . let's get the repairman!"

"Have more troubles than General Custer!"

"There! He's at it again!"

"Somebody . . . Help!!!"

They're Biting The Hand That Provided For Them

By MARY McGRATH

It is the habit of every generation to indict the previous one as though only by belittling the past can they hope to better the future.

Ours is the first "old generation," however, to comply so meekly with our accusers — to plead guilty before the evidence is in. The kids yell "guilty" and the professional apologists whine "mea culpa" in the greatest demonstration of abjectivity since self - flagellation went out of style.

They are the first to agree totally with the young that we have dealt them a rotten hand and it's no wonder they want to quit the game.

Baloney! Hogwash! And a score of other epithets I'm too polite to use.

Maybe the world we are handing over to them is not perfect, but it is intact — a condition that could not be guaranteed before we learned to live with The Bomb.

Sure, we've made mistakes, but we've made strides we need not apologize for to anyone.

We had our own war crisis, you know, handed to us by the generation before, but we handled it without whining. When it was over we turned our energies to feeding the world in the hope that we would change it so that our kids would not face the problem again.

While money, and how to make it, may be a dirty subject to the young, our generation's determination to have enough of it provided them with the education to recognize life's problems and a cushion of cash to lean on while they try to solve them.

We've raised a generation taller, stronger and in better health than any before it. In fact, we've wiped out so many diseases that, in our own country, psychosomatic illness threatens to become our No. 1 health hazard.

We took a giant step on civil rights, welcomed a Catholic to the White House, fired the opening shot against poverty, and, through Medicare, made sure we wouldn't be a burden in our own old age.

Good Lord, what are we apologizing for?

Look, kids, you're alive, and the pursuit of happiness is still your inalienable right. That's still the best thing one generation can confer on the next!

Handwriting Analysis Based

ELDENE WHITING
P.O. Box 9234
San Diego, California 92109

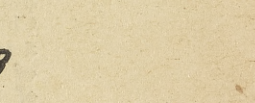
Dear Mrs. Whiting:

I know you talk to clubs and groups of all ages about handwriting analysis. When you talk to teen groups, can't you make them see what whiners they are?

Please don't pick on the teens for this, Mrs. H. Frankly, as a group, their writing shows less "whiner" strokes than some other groups . . . middle aged women, for instance. I'll admit the teens are very "self" conscious and often thoughtless, but this is usually because they are very much concerned with today, this minute, NOW!

Few teens can imagine what kind of person he or she would be in ten years. This is an eternity to them. Without the capacity to plan the future, to set a goal and realistically approach it step by step, much time is wasted in trial and error methods and, . . . yes, a few become whiners.

A graphologist divides writing into three areas:



In addition, the left side of the writing is considered "self" the right side, "others". Strokes which lean toward the left indicate a writer who is involved with thoughts of self. The more left tending strokes, the more self-involved. Right slanting writing is usually made by the person who can orient his thinking to others.

Most immature teens, however, write with round letters which have little slant either way, similar to the picture. Upper loops may not be very highly developed. Their ability for abstract thinking is still undeveloped. 'T's are short stemmed and crossed close to the top of middle area letters. Letters are almost as wide as they are tall. All these points are indicators of the now generation.

They will outgrow it, however. Life has a way of adjusting such things and creating individuals. Whether the individualism is used for good or evil depends on each writer and his use of his God-given talents. Whether he is a teen or an adult, this rule is the same.

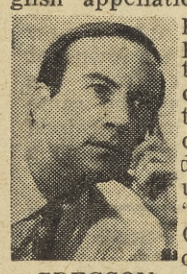
How mature are you? Does your handwriting reveal the capacity for abstract thinking, planning ahead? Send at least three lines and your signature to Eldene Whiting, P. O. Box 9234, San Diego, Calif. 92109. Please include $2 and a self addressed, stamped envelope for a check chart and a full page of personal, confidential analysis.

Music and Drama

A Seat In The Dark

By DAVID E. GREGSON

The literal translation of "La Traviata" is "The Lost One." Any opera impressario fool enough to advertise the Verdi masterpiece by its English appellation should expect to see people avoid the theater in droves, although many campaficiandos might show up thinking "The Lost One" to be an old Bette Davis movie. In fact, "La Traviata" does possess a mock-tragic stature which almost puts "Beyond The Forest" to shame.



GREGSON

Oddly enough, while no opera company would dare to publicize "The Lost One," even the illustrious Metropolitan Opera National Company did not hesitate to translate all the other words of "La Traviata" into English. It wasn't a bad rendering, but unfortunate for the company onalmost every count.

"La Traviata" in English is almost unbearably trite. Simple statements of "torment" and "rapture" echo in never-ending, sublime redundancy. Piave's original Italian is exactly the same, of course, but the words and sentiments in all their wretched excess are not nearly as trying. The opera's sincere qualities and the neat "well-made" construction are perfectly matched by a sparkling score. The "lyrics" only seem to get in the way when translated into English.

Because of the difficulty of singing English it becomes a problem to judge the Metropolitan touring singers as exemplary in their roles. Maralin Niska (April 25) told friends she had trouble with her English Violetta and wasn't pleased with her performance. She had only sung it once before in English and that had been a different translation. However, Clarice Carson (Violetta April 26) sang the terrible lyrics with perfect diction while displaying a lovely, strong and nimble voice paired with a decent acting ability.

Norman Paige's Alfredo was not distinguished by voice, physical stature or acting ability, but his clear diction was definitely not an asset in "The Lost One." Alfredo turned out to be a perfect drip without a shade of romance or charm.

Now, I am no enemy of opera in English (except for "Traviata" and a few others), but I am a champion of opera as drama. I love beautiful singing, but I demand good theater at the same time. If they cannot produce good theater, opera companies might as well stage concert versions of operatic works and save the expense of scenery and costumes and avoid the embarrassment of bad acting. For dramatic reasons only, therefore, I found Eugene Holmes to be a bad choice for Giorgio Germont, Alfredo's father.

Holmes has a meltingly gorgeous voice. On April 26 he got the greatest ovation of anyone in the cast. However, Holmes is a Negro and we were supposed to accept him as the red-necked, intolerant father of a nice white boy whose reputation was at stake hanging around the courtesan Violetta. Without a trace of racial prejudice, I must say this made about as much sense as casting "Porgy and Bess" with an all white cast without any attempt at blackface. Only Holmes' beautiful singing saved a dramatic scene with no truth or sign of historical accuracy, (high society, Paris, 1848.).

Robert La Marchina led a dry, but effective interpretation of Verdi's score and received cooperation from a skilled cast and chorus. The sets and costumes by Rolf Gerard, on the other hand, were unbelievable eye-sores which looked as if they had been executed at a cast-party orgy. The sad excuse for choreography by Rhoda Levine was unmentionably self-conscious and vulgar. Director Yoshio Aoyama is not imaginative with large groups of people or inventive where stage business is concerned.

Editor's Potpourri

Public Right To Know

The public has a right to expect that government handle public business in public, but the enduring fact is that the nation's Congress does almost as much business behind closed doors as out in the open.

The Congressional Quarterly has found that committees in the two houses held 386 of their 861 meetings during the first months of this year in executive session.

Not even the most unreasonable would expect committees to open their hearings into, say, matters of national security. Nor should the press demand entry into comittee hearings involving personnel.

But why should the House Appropriations Committee, for example, be permitted to hold all of its hearings in closed session? The committee handles finance and finance is a fundamental concern of the citizen; and if the public has to shell out the money for government, is it not entitled to hear all the debate that goes into the expenditure?

The public interest is a texture of multiple strands and to tell the public, by closing it off from the government, it has not the right to hear deliberations into its own business is a calculated invasion of most fundamental rights.

—From the SACRAMENTO BEE

Art's Gallery by Art Finley

293

See? Nobody likes a do-gooder!

Strictly Sports

By BOB LEBO

The San Diego Chargers have been good tenants of the City of San Diego since 1962 and there is every reason to believe that their association with the city will be even more profitable in the future.

Right now the Chargers are the major tenant listed to play in the new Mission Stadium and they will be paying the largest amount of rent. San Diego State College also is scheduled to play all its games in the stadium, but there are fewer games. The Chargers will be in action 10 times on the new stadium turf compared to six appearances for the collegians.

Optimistically there also could be a championship or post-season bowl game of some type played in Mission Valley.

As it stands now the City has not completed negotiations with the Padres to play in the stadium in 1968 and Major League ball is a few years away. On the pessimistic side the city can't look forward to many other sports events to be booked.

But getting back to the Chargers. Since 1961 when the American Football League franchise was moved here from Los Angeles, the Charger organization has paid a total of $240,714.73 for use of Balboa Stadium for one of the highest rentals of any team in the circuit.

The rent was waived in 1961. Last season, which was the best for attendance in six years in Balboa, the Chargers paid $59,557.49 to the city.

That rental was based on the Chargers paying five per cent on all tickets sold and 10 percent on concessions. The lease for the new stadium will pour many more dollars into the city.

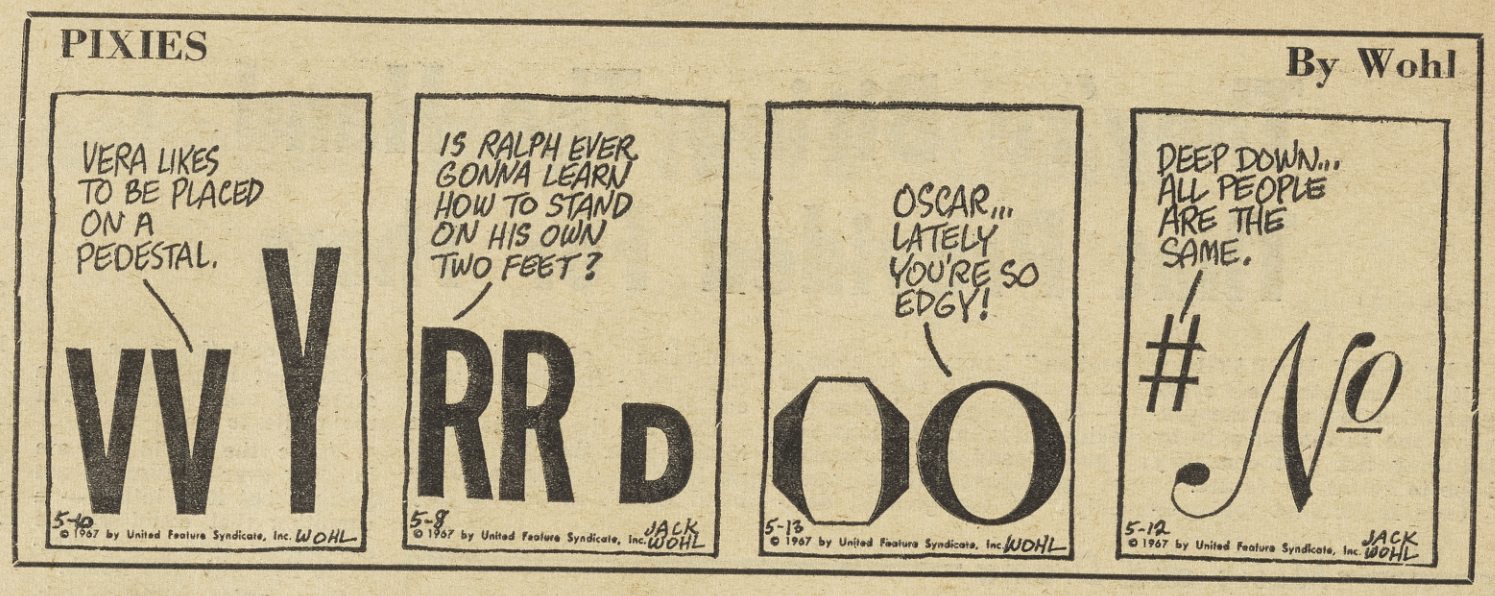
Beginning this Fall the football club will pay the city 10 percent on all tickets sold and one-third of the net on parking and concessions. The Chargers also paid a total of $2,489.97 for lights to play at night since 1961.

Now, compare the Chargers' to the Kansas City Chiefs, who have the best arrangement of any team in either the AFL or NFL:

The Chiefs pay a rental of $1 per year until the net receipts exceed $1.1 million for seven home games, a condition which would require virtually all sellouts. In addition the Chiefs get 50 percent of concessions and specially built administration offices, practice fields and training facilities in a public park. The Chargers pay for all these facilities.

The new Miami Dolphins play in the Orange Bowl which seats 72,000 and are charged $150,000. This fee, however, includes plush offices in a downtown hotel and the city also covers every conceivable cost of playing the game.

From this corner it appears that both the City and the Chargers have a fair and equitable lease, particularly when compared to other pro football clubs.


PIXIES
By Wohl
VERA LIKES TO BE PLACED ON A PEDESTAL.
VVY
5-10 © 1967 by United Feature Syndicate, Inc. WOHL
IS RALPH EVER GONNA LEARN HOW TO STAND ON HIS OWN TWO FEET?
RRD
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OSCAR... LATELY YOU'RE SO EDGY!
OO
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DEEP DOWN... ALL PEOPLE ARE THE SAME.
#№
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Will Schoendienst Love Roger As Much In October As In May?

By RED SMITH

Has Roger at last found true happiness in the great West? Will Albert love him in October as he does in May? Is Lee, the master trader who brought a world championship to Baltimore, destined to do as much for St. Louis? Stay tuned all summer as this thrilling real-life story of deeply human emotions unfolds.

If it is true, as some are beginning to susepect, that life has begun anew for Roger Maris at 32, then a whole new script may have to be written for the National League baseball season of 1967.

In his third summer as a thinker rather than a doer, Albert Schoendienst may be granted his membership card in the licensed wonder-workers of the world (flannel rompers division). St. Louis fans may owe to Lee MacPhail, who traded the window-faded hero to the Cardinals, the same debt of gratitude that Baltimore felt for Bill DeWitt after he sent Frank Robinson to the Orioles.

And Maris, whose sun had set with the Yankees, may win the recognition which was denied to him for years because a single talent exhibited in one extraordinary season obscured other skills that would have been acclaimed in somebody else.

Miscast Demigod

The best thing Maris ever did was the worst thing that could have happened to him as a sports idol. In 1961 he hit 61 home runs and was irrevocably cast in a role that didn't suit him and a mold he didn't fit.

Some fans resented him because he had the irreverence to challenge Babe Ruth's preeminence in one field but had none of the gaudy color Ruth had taught them to expect of a folk hero. Others saluted him for his achievement but were disenchanted when he did not repeat it.

They demanded that he hit 61 home runs every year and when he didn't they rejected him, ignoring the fact that he did many other things exceedingly well. He was a truly fine outfielder, a dangerous pull hitter with rare batting style and a first rate team player.

If he had never pretended to the throne of home run king, he would have been remembered warmly for the other things he did so well, as, for example, Tommy Henrich is remembered. Instead, he was jeered. "What has he done for us lately?" the fans demanded.

It is true that Maris did little to polish up his own image. He was acutely uncomfortable in the spotlight. where Ruth had reveled. Once he realized that the home run record was within reach he wanted it desperately; he became so wrought up that his hair started falling out.

He was too nervous to enjoy the cheers when he was winning them, and he never learned to ignore the boos that followed. He retreated into sulkiness, and was repaid with misunderstanding. When he was actually injured, he was suspected of malingering. By the end of last season he had had it in New York. If he hadn't been traded he might have retired but the Cardinals wanted him. Probably it felt good to be wanted. Moving into a new league, playing in a town not too far removed from his home and getting the same big money he had received in New York added up to a new opportunity.

Price of Fame Was Shortlived

It was a much happier Maris training in St. Petersburg this spring than the one the Yankees had known. One day before an exhibition the Cardinals invited fans down to the field to take pictures. Roger drew 95 percent of the business; he posed patiently with old dolls and girls and kids, scribbled autographs endlessly, his small grin almost warm.

Then the season opened, and he was a major factor in the team's fast start. While the Cardinals were winning their first six games, he batted .400, hitting no home runs but stroking the ball to all fields for extra bases. When the defense overshifted to right he responded intelligenty by laying down bunts along the third base line or slicing a single to left.

He has been an alert opportunist on the bases and his usual competent self in the outfield. He has been playing the game not like Babe Ruth but like Roger Maris, which is a very good way to play it, indeed.

Meanwhile Back In The Bronx

If he can keep going through a good year there will, no doubt be criticism of the Yankees for trading him off. If he should help the Cardinals win a pennant, chances are MacPhail and Mike Burke will be subjected to the same editorial massage DeWitt got last year for trading Robinson.

Yet the Yankees needn't apologize for the deal. They couldn't have kept Maris, at his salary, without playing him. That would delay the development of young ones like Steve Whitaker and Bill Robinson, who represent an investment in the future.

Russians Just Don't Understand Business

By DON MACLEAN

WASHINGTON — An interesting thing to do in this town occasionally is sit around and compare tales of frustration. During one of these sessions I chatted with a man who once tried to do business with the Russians. In the light of what happened he would prefer to be anonymous.

He was in the newsreel game and his job was selling film to television stations. One day it came to his attention that Russian stations were getting his newsreels from another Iron Curtain country and running them on Moscow TV without credit or payment.

The original recipient TV station was paying all right, but the Moscow stations were having a free ride. Our man, highly indignant, went on a mission to Moscow. When he got there, our Embassy told him he was wasting his time, that the Russians would never pay him and suggested that he just home and forget it.

No, no, no, he decided, and he went to talk to the Russian television commissars about it. They were very friendly and seemed not at all surprised to see him. After several meetings at which small talk and much vodka was exhausted, they got down to talking business. Right away they agreed with the American newsreel dealer that they had been using his product.

By the next meeting they agreed to continue using his film and, lo! to begin paying him $10,000 per week for it. That night the American walked on air back to his hotel room, thinking to himself: "I don't see why the American Embassy can't get along with these folks. All you have to do is explain things and the Russians will do business like anyone else!

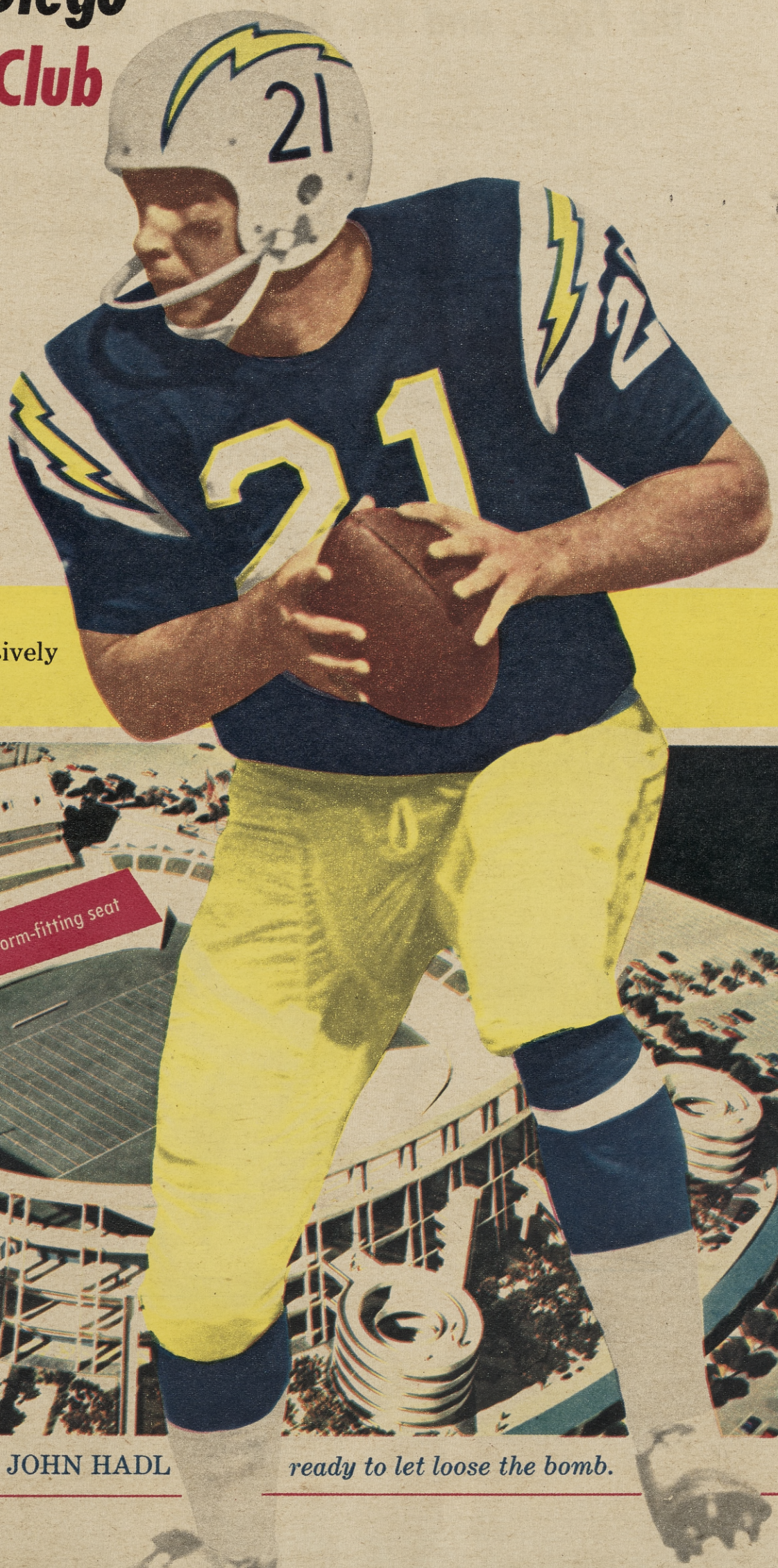
The next day he was saying farewell to his Russian clients when they said, "By the way, how much is your firm going to pay us to use OUR film?" He said that there was very little demand for Russian newsreels in the U.S. The Russians said they were shocked to hear that and they suggested that he stay a few more days while this "detail" was worked out.

The next day the Russians pointed out that there are more people in the Communist world than in the West. They said that, surely, if Russian TV stations were to pay $10,000 per week for news of the non-Communist people, then news of the more numerous Reds was worth even more. Maybe $15,000 per week.

Our man's arguments about supply and demand, etc., were wasted.

Finally, the Reds tore up the just-negotiated contract and the American returned home shattered and empty-handed. The Reds are still stealing TV films. But now he knows our diplomats there were right; he was wasting his time.

The CHARGERS Invite You to Join the San Diego Stadium Charter Club



with an exclusive membership of...

1967 SEASON TICKET HOLDERS

As a "Charter Club" Member You will have YOUR NAME on a premium seat reserved exclusively for YOU during the entire 1967 season.

JOHN HADL *ready to let loose the bomb.*

CHARLIE CHARGER SEZ:

"San Diego has the big league stadium ...a major league football club. Now, let's support our Chargers, in big-league, San Diego style!"

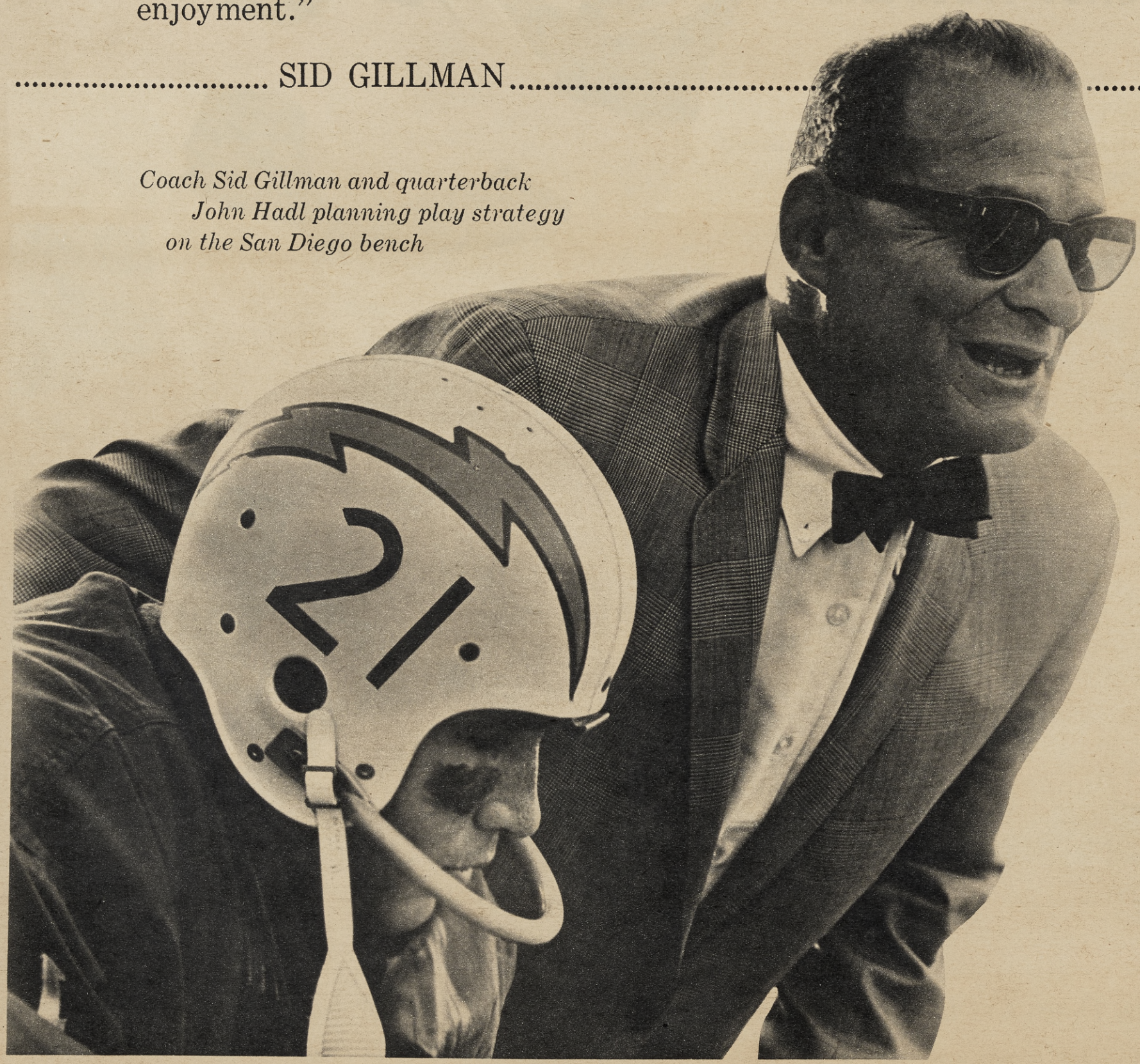
Sid Gillman — **"1967 should be Football's Greatest Season. We have the Players. We have the Spirit, and the Fight, and the Ability to win. And now...**

"...San Diego has the stadium to bring the action to 50,000 sports enthusiasts.

"This season, with inter-league play for the first time, and looking forward to championship playoffs, the new stadium is sure to be filled to capacity.

"To be certain of a reserved seat for every home game, I urge you to reserve your season ticket *now*. These premium reserved seats will go fast. In all of my 33 years of coaching I have never seen a better value in sports enjoyment."

..... SID GILLMAN .....



Coach Sid Gillman and quarterback John Hadl planning play strategy on the San Diego bench

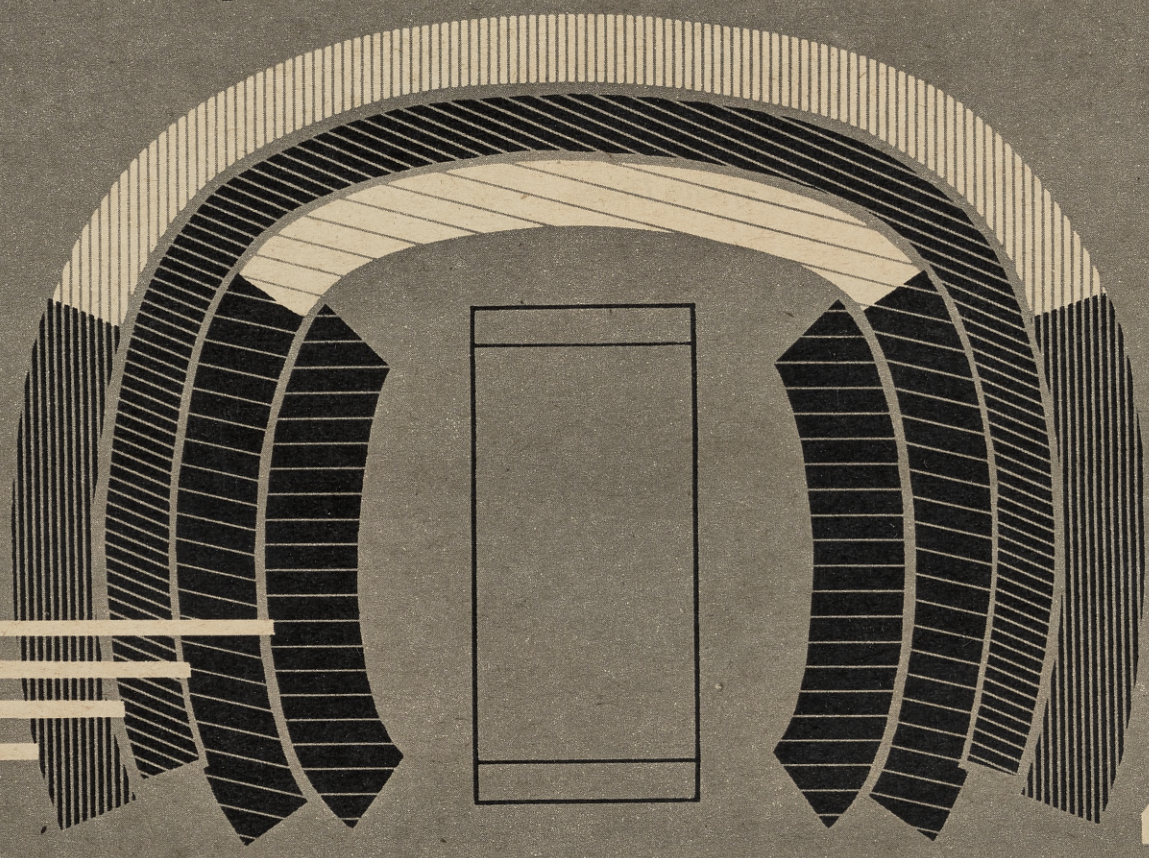
ALL 7 LEAGUE HOME GAMES
PLUS 3 PRE-SEASON GAMES

including Los Angeles* RAMS *August 20

(for the stadium opening, *the* game all Southern California has looked forward to for 7 years)

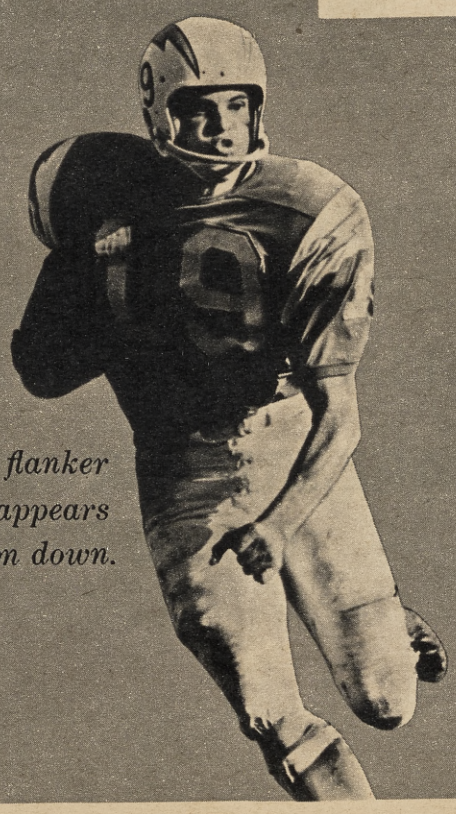
and San Francisco* 49ERS *August 27

(third surprise pre-season game to be announced later)



	7 LEAGUE GAMES	10 SEASON GAMES
$6.00 Charter Club Seats	$42.00	$60.00
$4.50 Charter Club Seats	$31.50	$45.00

PARKING FOR 15,000 CARS



Star Charger flanker Lance Alworth appears to blow 'em down.

TIME PAYMENT PLAN AVAILABLE

$10 per seat, with your reservation. One-half of balance Feb. 15, one-half Apr. 15.

ORDER OF PRIORITY

(1) Past season ticket holders with first selection to those who have held season tickets the longest number of years, then the next longest, etc.

(2) Ten game new season ticket reservation.

(3) Seven game new season ticket reservation.

Mail your order now... Within each priority, orders will be filled in the order of postmarks on the envelope.

All season ticket holders will have the same priority for Championship and playoff games.

THE BEST OF ITS KIND IN THE WORLD TODAY

"San Diego's community support of the San Diego Chargers has been vividly seen in the overwhelming approval of the new San Diego Stadium. This fine 50,000 seat facility, the best of its kind in the world today, will open next fall with the Charger season.

Our next responsibility is to enthusiastically support our San Diego Chargers. I've just bought my 1967 San Diego Stadium "Charter Club" Season Tickets. It's going to be a fine new year for the Chargers in our great new Stadium, a football season I wouldn't miss for anything. Come on out and join us."

FRANK CURRAN, *Mayor, City of San Diego*

SAN DIEGO HAS FOUND THE QUEST WORTHWHILE

"Unlike the unlucky fellow who set out to find the pot at the end of the rainbow and wound up with nothing but a pot, San Diego has found the quest worthwhile.

Not long ago a 50,000-seat multipurpose stadium was considered a fool's dream. Now it's a reality. Beginning in 1967, the San Diego Chargers will play their home games in the nation's newest and finest facility.

In 1970 the Chargers will have full membership in the National Football League, another dream come true.

The day is rapidly approaching when choice reserved seats in elegant new San Diego Stadium will be as precious as a tax rebate. In such cities as Baltimore, Green Bay, New York, Chicago and Washington, ticket options are handed down from generation to generation in family wills.

As one constantly besieged with ticket requests, I recommend you act now while you have the opportunity. Seeing the games sure beats staying home and grousing at management and fate, especially management."

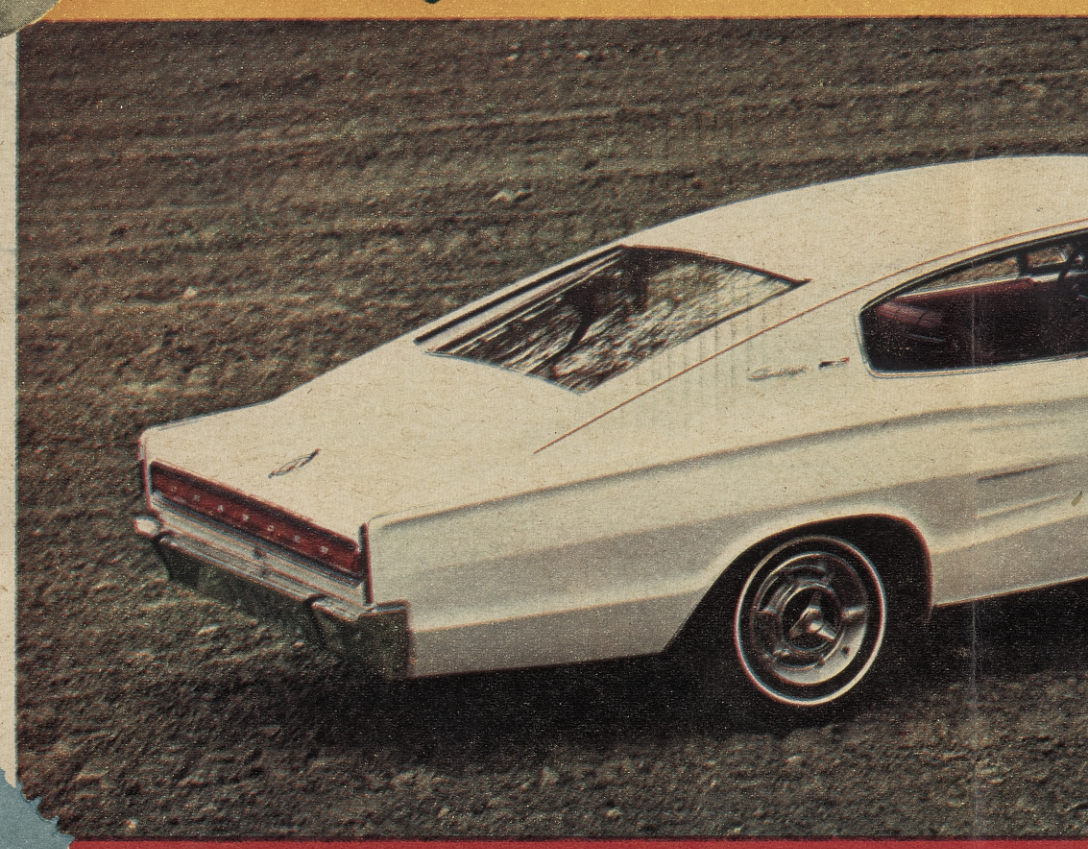
JACK MURPHY, *Sports Editor, The San Diego Union*

CHARGERS

THE SAN D

WATCH THEM IN THE

GET YOUR TICKETS N



Dodge

SEE OUR DODGE CHARGER RIG

See the official car of the San Diego Chargers — The 3-in-1 car that handles and accelerates like a sports car, gives passen- ger buc lev

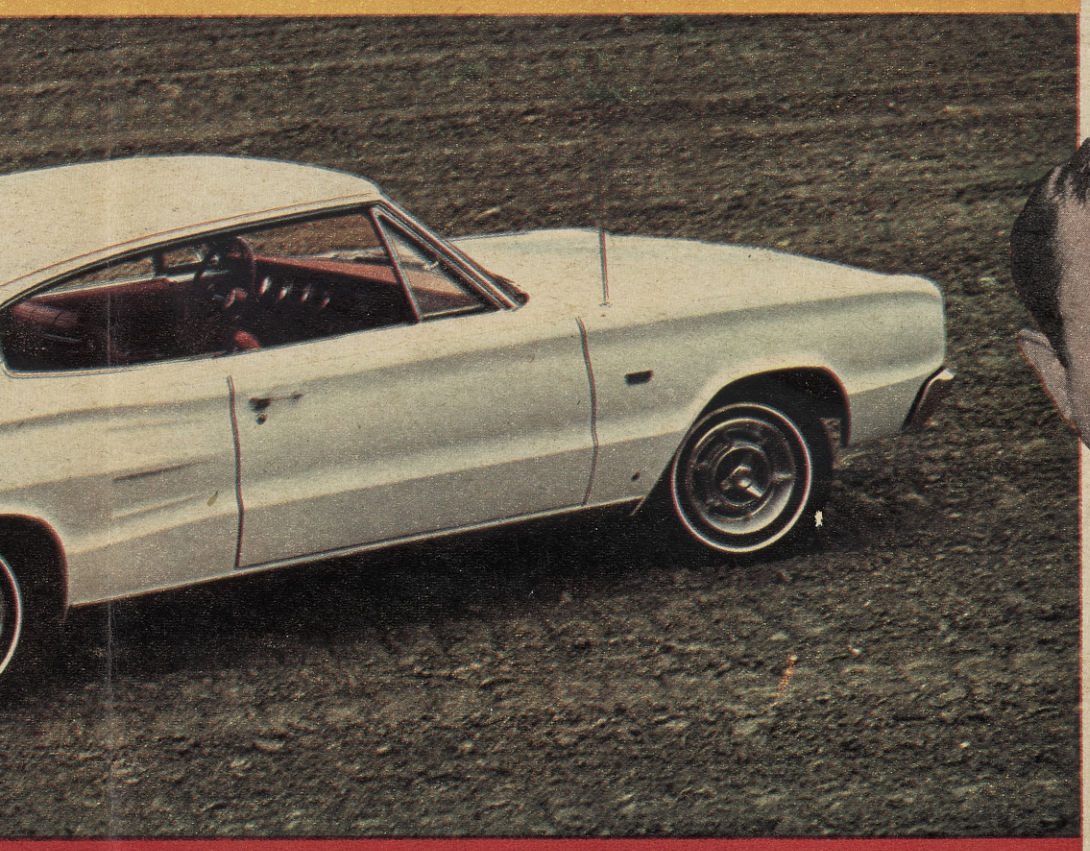
THE BIG FIVE SAN DIEGO DODGE DE
ASSOCIATION WITH THE SAN DIEGO C
ALL-OUT SUPPORT OF OUR TEAM IN

CARL BURGER DODGE | **STANLEY DODGE** | **DODGE TOWN**

PUT A DODGE IN Y

SAN DIEGO CHARGERS

EM IN THE NEW STADIUM NEXT YEAR—
TICKETS NOW!



Charger

ER RIGHT NOW! DON'T WAIT!

arg- ger car comfort for five, and with the rear
and bucket seats folded flat delivers 8 feet of
sen- level station wagon carrying space.★ ★ ★

ODGE DEALERS ARE PROUD OF THEIR
DIEGO CHARGERS. WE ASK FOR YOUR
TEAM IN THE NEW STADIUM IN 1967.

ODGE | PADRE | HOWARD TAYLOR
TOWN | DODGE | DODGE

IN YOUR GARAGE

"It was a great thrill for me to see the enthusiastic support given to local sports activities by the overwhelming vote of approval given to the stadium bond issue.

The new owners of the Chargers already are showing their appreciation with the ambitious plans they have for our team.

It remains for all of us here to prove that San Diego really is a big league town. I look forward with real anticipation to a great schedule of hard fought, highly competitive games. Each home game will be a sellout, I am sure. That's why I sent in my season ticket reservation early. I urge other sports fans to do likewise. I think season tickets are a great buy."

ALBERT T. HARUTUNIAN, JR.
President San Diego Fertilizer Co.
Chairman San Diego Stadium Authority

PROVE THAT SAN DIEGO IS A BIG LEAGUE TOWN!

"We're a proud team. Our spirits are high and our fighting urge is strong.

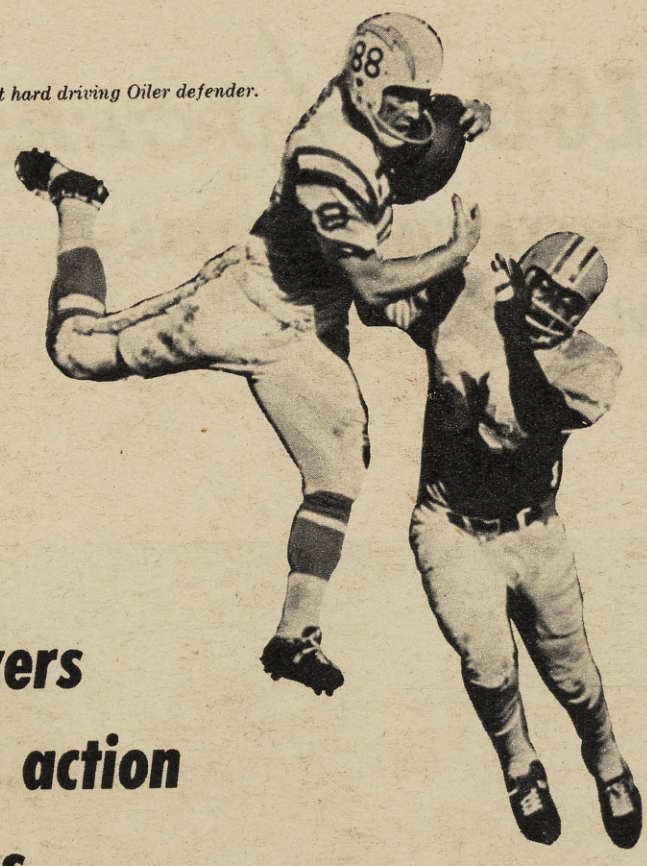
My family shares my enthusiasm. I could not keep Betty away from the home games, even if I tried. So I, like all the other sports-loving family heads I know, have sent in my season ticket order for members of my family and some of my close friends.

I, and all Charger players, are inspired to put forth that extra winning effort when cheered on by loyal fans.

This coming season's games will be a great show."

LANCE ALWORTH, *All-pro Flanker*

DON NORTON *makes leaping catch against hard driving Oiler defender.*

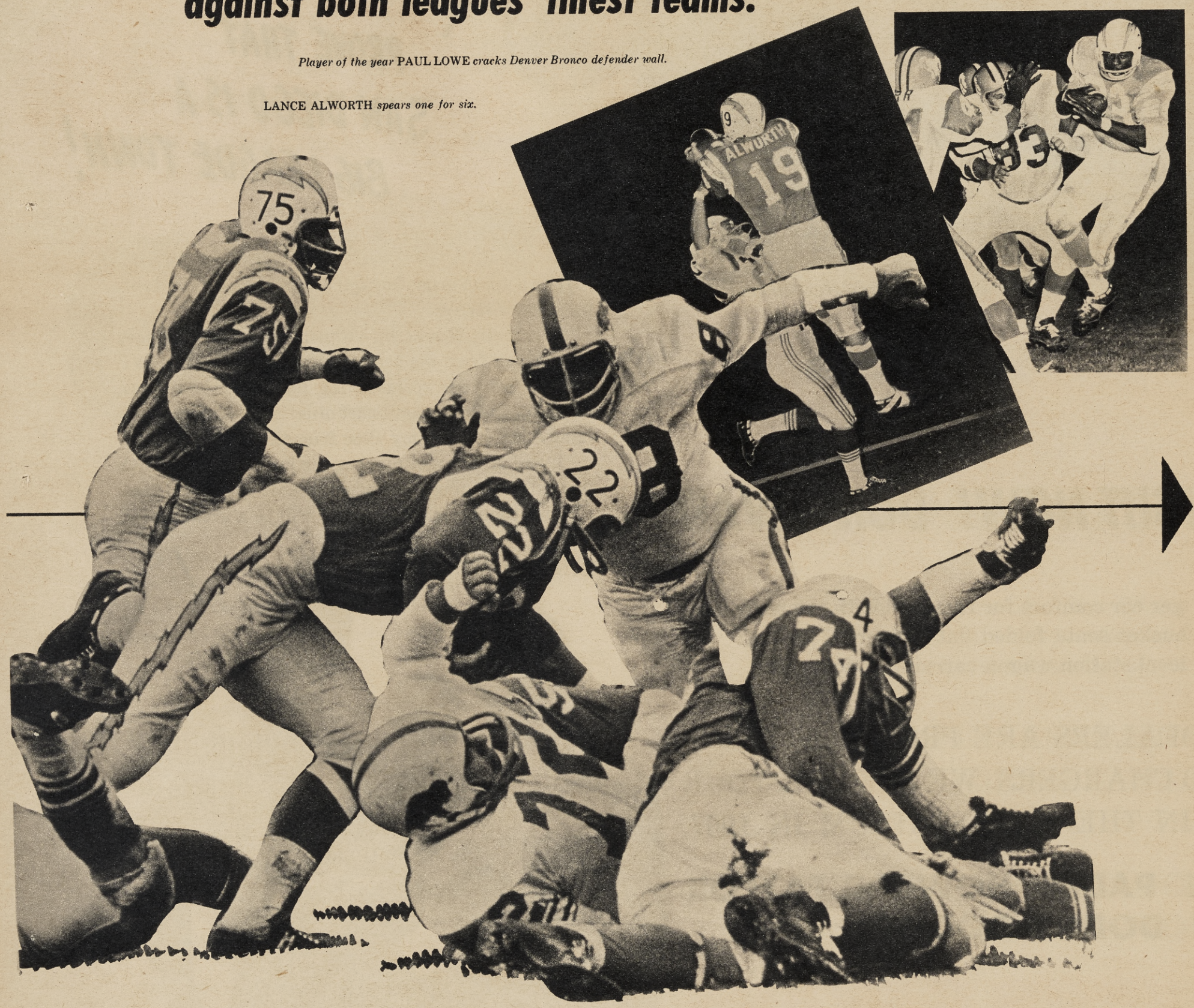


SEASON TICKETS GIVE YOU CHOICE SEATS FOR ALL THE HOME GAMES...

where hard-hitting, hard-fighting players like these will be seen in action against both leagues' finest teams.

Player of the year PAUL LOWE *cracks Denver Bronco defender wall.*

LANCE ALWORTH *spears one for six.*



KEITH LINCOLN *charges through Buffalo Bills defenders.*

NO. OF TICKETS

Alert Charger defenders smash Denver Bronco ball- carrier and the result is a fumble.

EVERY SEAT A CHOICE SEAT

27,000 between the Goal Lines!

It is just a matter of personal preference where you like to be seated.
No matter where, you'll see *all* the action. The very most!

And remember . . . your own name on your own reserved seat
for the entire season. It's FUN to be a Charger booster.

Tear off, fill in and mail . . . today

1967 APPLICATION FOR CHARGERS SEASON TICKETS AND OPTION RENEWAL FOR PRIOR SEASON TICKET HOLDERS

SAN DIEGO CHARGERS
2223 EL CAJON BLVD.
SAN DIEGO, CALIF. 92104

Please reserve the following Charter Club season seats:

NO. OF TICKETS ☐ ☐ — CHECK ONE

☐	**$6.00 Seats for**	☐ **all 10 Season Games @ $60.00 per seat . . . . . .**	**$____**
	$6.00 Seats for	☐ **all 7 League Games @ $42.00 per seat . . . . . .**	**____**
☐	**$4.50 Seats for**	☐ **all 10 Season Games @ $45.00 per seat . . . . . .**	**____**
	$4.50 Seats for	☐ **all 7 League Games @ $31.50 per seat . . . . . .**	**____**

Add for Insurance and mailing .50

Total Ticket Order $____

☐ I enclose payment in full.

☐ I enclose $10 per ticket. One-half of balance to be paid Feb. 15; one-half April 15.

Location Preference

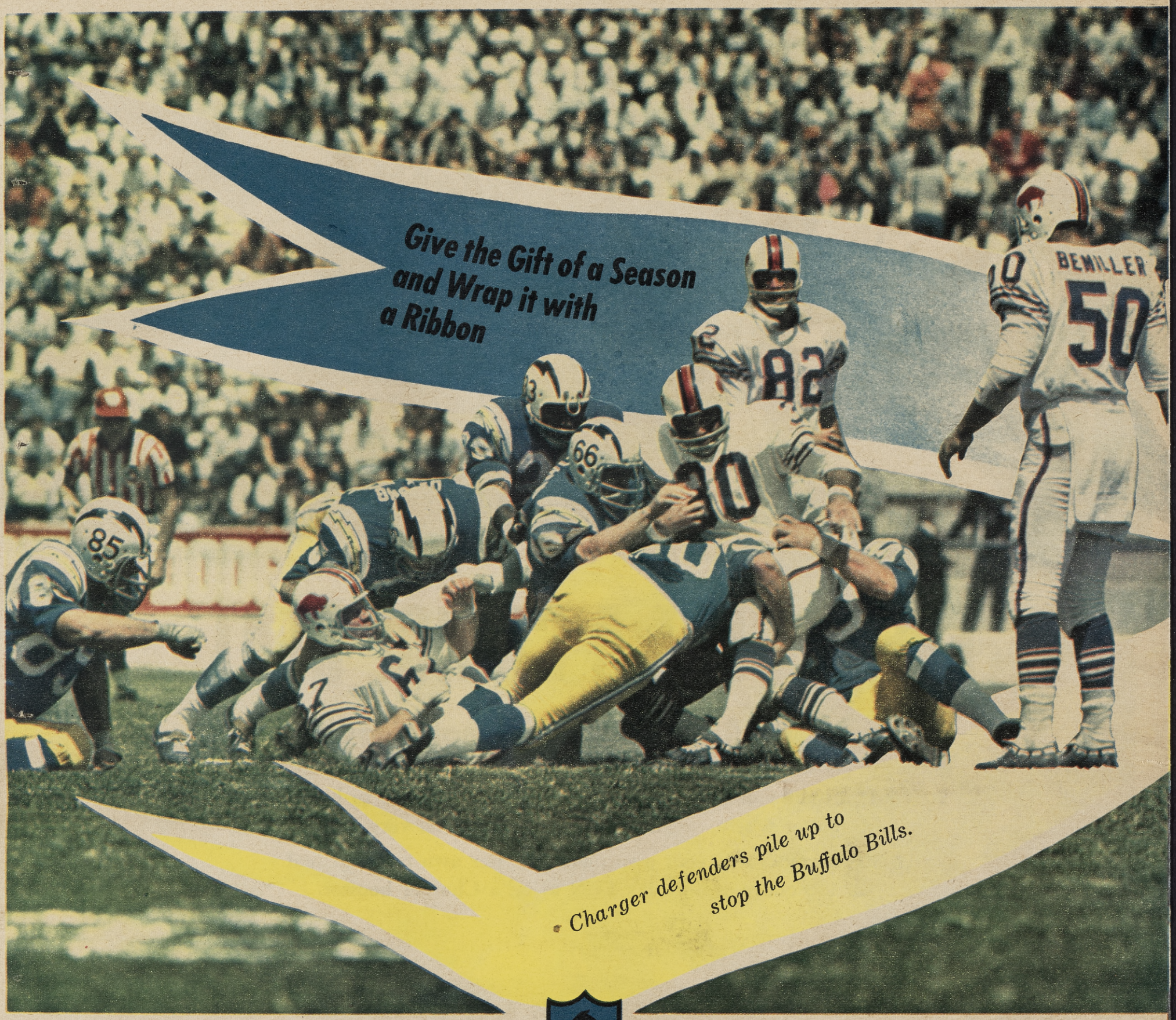
FIELD ☐
PLAZA ☐
LOGE ☐
UPPER ☐

YOUR NAME _____ COMPANY NAME _____

ADDRESS _____ TELEPHONE _____

CITY _____ STATE _____ ZIP _____

IF MAILED TO A BUSINESS ADDRESS



Charger defenders pile up to stop the Buffalo Bills.

THE SAN DIEGO

2223 El Cajon Blvd.

San Diego, California 92104

CHARGERS